

Message Text

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PAGE 01 JAKART 13253 301024Z

14

ACTION EA-09

INFO OCT-01 EB-07 ISO-00 OES-05 INT-05 FEA-01 INR-07

USIA-15 /050 W

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P R 300711Z OCT 75

FM AMEMBASSY JAKARTA

TO AMCONSUL HONG KONG PRIORITY

INFO AMCONSUL MEDAN

AMCONSUL SURABAYA

USDOC WASHDC

SECSTATE WASHDC 972

AMEMBASSY SINGAPORE

UNCLAS JAKARTA 13253

E.O. 11652: N/A

TAGS: BEXP, ID

SUBJ: ELECTRIC ENERGY SYSTEMS MARKET RESEARCH IN INDONESIA

BY MOBIUS

REF: (A) STATE 255465, (B) JAKARTA 11756, (C) USDOC 2997,
(D) USDOC 12492, (E) HONG KONG 9517

1) URGENTLY REQUEST CONGEN CONTACT MARK MOBIUS TO DETERMINE HIS VIEWS TOWARDS APPROPRIATENESS OF STAGING TRADE EXHIBITION FOR ELECTRICAL ENERGY SYSTEM (EES) IN JAKARTA. EMBASSY SOMEWHAT SURPRISED BY PURPORTED MOBIUS STATEMENT REF A PARA 1 (A) THAT HE CONSIDERED THAT EES EXHIBITION WAS ALREADY SCHEDULED AND THAT HE THEREFORE DID NOT BOTHER MENTION IT IN HIS REPORT. FROM REF C) D) AND E) AND ESPECIALLY FROM EARLIER TALK WITH JAKARTA E/CM OFF CUNNINGHAM WHILE MOBIUS IN JAKARTA CONDUCTING STUDY, HE SHOULD HAVE BEEN FULLY AWARE MARKET RESEARCH WAS TO BE USED AS BASIS OF DECISION TO HOLD - OR NOT TO HOLD - EXHIBITION. DURING TALK WITH CUNNINGHAM MOBIUS INDICATED THAT HE CONSIDERED LARGE SEGMENT OF INDUSTRIAL END USER (IEU) MARKET WAS QUOTE CAPTIVE UNQUOTE, I.E. U.S. PETROLEUM FIRMS IN INDONESIA WHICH OPERATE OWN GENERATING CAPACITY AND GENERALLY PURCHASE SUCH EQUIPMENT IN U.S.

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2. ALTHOUGH NOT REQUIRED IN MARKET RESEARCH SPECS, WOULD ALSO APPRECIATE IF MOBIUS COULD PROVIDE ESTIMATE WHAT PORTION OF IEU MARKET TIED IN THIS WAY TO U.S. END USERS IN INDONESIA. WOULD ALSO BE HELPFUL IF HE COULD PROVIDE ESTIMATE U.S. SUPPLIERS CURRENT MARKET SHARE OF TOTAL IEU MARKET SEGMENT. NEITHER STATISTIC APPARENT FROM REPORT. FINALLY, WOULD APPRECIATE CONFIRMATION AND RATIONALE FOR HIS PURPORTED OCT. 8 STATEMENT TO SINGAPORE RTC ACTING DIRECTOR, NOT PREVIOUSLY REPORTED TO JAKARTA, THAT MOBIUS SAID HE CONSIDERED SUCH AN EVENT WOULD BE QUOTE AN EFFECTIVE PROMOTION MEANS UNQUOTE.

3. WOULD APPRECIATE REPLY SOONEST. (REF A AND B BEING REPEATED HONG KONG).
NEWSOM

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